

AMENDMENT

Please add claims 9 through 18.

- A1
9. (New) A method for virtual product placement in moving media, comprising:  
selecting an original moving media content;  
editing the original moving media content; and  
inserting an identifiable representation of a product item in the original moving media content for producing a final moving media content.
10. (New) The method of claim 9, wherein the selecting step is at least one of a film, a video stream, a graphical computer game, a video game, a streaming video and a video file format.
11. (New) The method of claim 9, wherein the selecting step is at least one of a pre-production and post-production of the original moving media content.
12. (New) The method of claim 9, wherein the editing step is a digitization of the original moving media content.
13. (New) The method of claim 9, wherein the inserting step comprises placing an object in the original moving media content by at least one of paint, montage and animation operations.
14. (New) The method of claim 13, wherein the inserting step further, comprises an instantiation of the product item as an object in the original moving media content.